

Claims

1. A system for measuring reactions to packaging, advertising, and product configuration at computer systems over a network, said system comprising:
 - at least one first computer system connected to said network;
 - at least one second computer system capable of connecting to said first computer system through said network in which said first computer system has a browser for viewing pages from said second computer system;
 - said second computer sending to said first computer a set of questions to be displayed by the browser on one or more pages having one or more images downloaded from said second computer system for stored by the browser in memory of said first computer system which are displayed into pixel areas on display of the respondent's computer system which avoids user detection of the downloaded images, and said second computer system receives answers from said questions from said first computer system; and
 - said second computer instructs the browser of said first computer to display at least one of said images previously displayed in said pixel areas from the memory of the first computer system for a short interval of time, and to display at least one question regarding said image displayed for said short interval of time, and said second computer system receives the answer from said question from said first computer system.
2. The system according to Claim 1 wherein said image displayed for said short interval of time has a plurality of elements and said question regarding said displayed image enables selection of one or more of said elements recalled from the displayed image.
3. The system according to Claim 1 wherein said image displayed for said short interval of time has a plurality of elements and said question regarding said displayed image enables selection of the location of a target element in the displayed image.
4. The system according to Claim 1 wherein said image displayed for said short interval of time represents product packages, an advertisement, or a product.
5. The system according to Claim 1 wherein said pixel area is a 1 by 1 pixel area.

6. The system according to Claim 1 wherein said pixel area is a 1 by 1 pixel area displayed as part of text providing said set of questions.

7. The system according to Claim 1 wherein short interval of time is less than one second.

8. A method for measuring reactions to evaluate the effectiveness of a target element in one or more primary images of a plurality of elements including the target element by a respondent over a network, comprising the steps of:

- connecting a client computer system of a respondent over a network to at least one server computer system;

- sending from the server computer system to a client computer system survey questions;

- displaying on a display coupled to the client computer system said survey questions on one or more pages on the display;

- answering the questions at the client computer system displayed on each of said pages on the display;

- returning from the client computer system to the server computer system answers to the survey questions from each page;

- downloading images to the client computer system from the server computer system for storage in memory of the client computer system while said displaying and answering steps are being carried out, in which said downloaded images are displayed onto the pages at said displaying step at pixel areas which avoids user detectable of the images;

- sending from the server computer system to the respondent computer system instructions directing the client computer system to display survey directions and one of the images for a specified interval of time, and at least one question having selectable responses;

- displaying at the respondent computer system in accordance with said instructions said survey directions and one of said images stored at said downloading step from memory of the client computer system for said specified interval of time, and at least one question regarding the displayed image with at least one of said responses being selected by said respondent; and

returning from the client computer system to the server computer system said one or more of said selected responses to said question regarding the displayed image.

9. The method according to Claim 8 wherein said image displayed for said interval of time has a plurality of elements and said responses enables selection of one or more of said elements recalled from the displayed image.

10. The method according to Claim 8 wherein said image displayed for said interval of time has a plurality of elements and said responses enables selection of a location of a target element in the displayed image.

11. The method according to Claim 8 wherein said image displayed for said interval of time represents product packages, an advertisement, or a product.

12. The method according to Claim 8 wherein each of said pixel areas is a 1 by 1 pixel area.

13. The method according to Claim 8 wherein each of said pixel areas is a 1 by 1 pixel area displayed as part of text providing said survey questions.

14. The method according to Claim 8 wherein said interval of time is less than one second.

15. The method according to Claim 8 wherein said one of the images represents a first image, and said method further comprises the steps of:

sending from the server computer system to the respondent computer system instructions directing the client computer system to display a second one of said images with other survey directions, and said client computer system displays said other survey directions said second one of said images stored at said downloading step in memory of the client computer system; and

displaying at the respondent computer system in accordance with said instructions said other survey directions and said second one of said images stored at said downloading step from memory prior to displaying said first image for said specified interval of time.

16. The method according to Claim 8 further comprising the step of selecting said one of said images to be displayed for said specified interval of time by said server computer system based upon one or more of said returned answers to said survey questions prior to carrying out said step of sending instructions.

17. The method according to Claim 8 further comprising the step of repeating said step of sending instructions, said step of displaying in accordance with said instructions, and said step of returning one or more selected responses with different ones of said images downloaded into memory, survey directions, and question regarding the displayed image.

18. A web site for downloading images to a browser operating on a client computer system having a display and a cache for temporary storage of files, said client computer system being connectable via a network to the web site, said system comprising:

at least one computer server at the web site storing one or more images in which said computer server is connected to said client computer system over said network; and

means for sending instructions defining one or more pages from said computer server to said client computer system in which each of said pages requests from said computer server a common series of one or more image files, and in response to said requests said image files are sequentially downloaded from said computer server via said network into said cache of the client computer system and displayed on said pages by the browser each in a small pixel area on the display so that said images are not detectable by a user of said client computer system.

19. The web site according to Claim 18 further comprising:

means for sending instructions to said client computer system to display from said cache an image from one of said image files.

20. The web site according to Claim 19 wherein said image from said cache is displayed for an interval of time.

21. The web site according to Claim 19 wherein said image from said cache is displayed for a short interval of time.

22. The web site according to Claim 21 wherein said interval of time is less than one second.

23. The web site according to Claim 18 wherein said images downloaded represent one of a product packages, an advertisement, or a product.